



Eastland Redevelopment Strategy Update

Economic Development &
Global Competitiveness Committee

February 19, 2015



Foundational Community Principles

- Eastland Area Strategies Team (EAST) Qualitative Principles in Support of Eastland Redevelopment:
 1. Enhance the Perceptions of the Eastland Area & East Charlotte
 2. Unify Local Communities
 3. Create Connectivity & Walkability for Surrounding Neighborhoods
 4. Take Advantage of Natural Features
 5. Create Opportunity for Civic Development



Site Considerations



- Develop conceptual redevelopment plan including:
 - Preliminary storm water analysis and design
 - Preliminary “master street/block” plan that defines the logical connectivity for the site
- Identify and explore partnerships (both public and private) for a phased redevelopment of the site
- Explore potential temporary uses with community partners



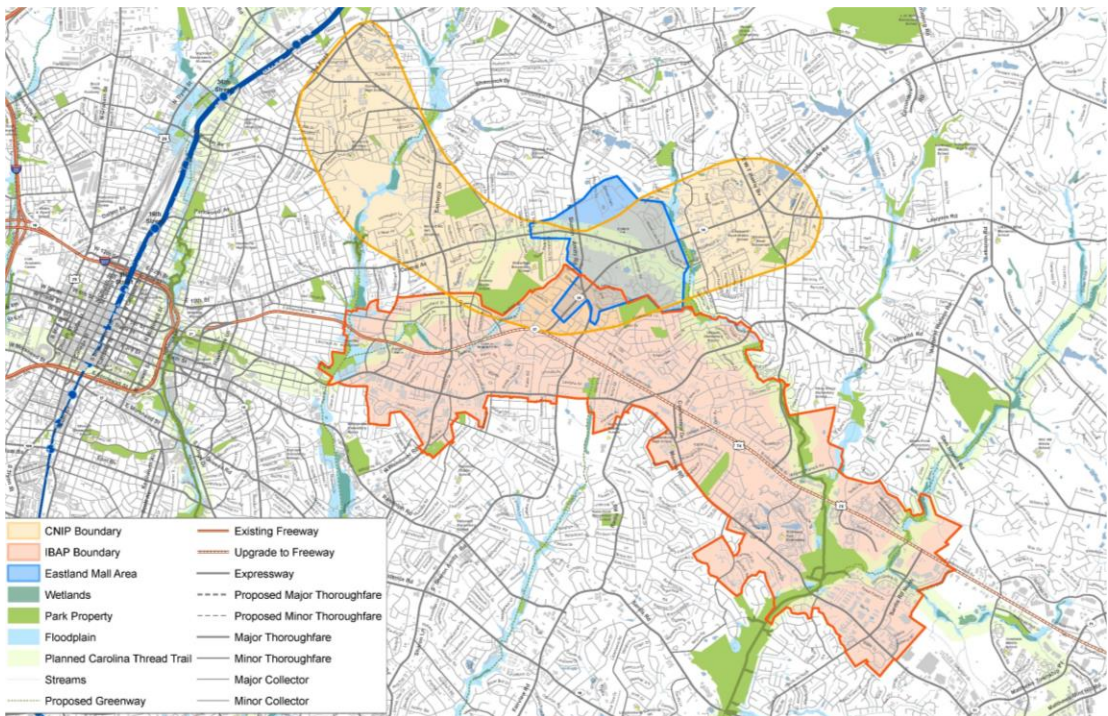
Consultant Engagement

- Purpose of Consultant Study
 - Leverage previous planning efforts
 - Outline public and private development opportunities
 - Develop a conceptual plan for site redevelopment
 - Quantify public and private investments
 - Determine overall development timeframe/phasing strategies



Consultant Approach

- Public investment partner interviews
- Conduct site analysis
- Identify areas for specific opportunities (public vs. private)
- Determine potential site uses
- Develop street/block framework
- Conceptual redevelopment plan
- Test conceptual plan with development community
- Phasing strategy & cost estimates





Public Stakeholder Engagement

- Stakeholder Interviews
 - Charlotte E.A.S.T
 - Charlotte-Mecklenburg Planning
 - Mecklenburg County
 - Charlotte Mecklenburg School System
 - Mecklenburg County Parks & Recreation
 - CDOT
 - CATS
 - CNIP Team
 - Charlotte Stormwater
 - Library
 - Arts & Science Council
 - YMCA



Community / Private Stakeholders

- Engaged development community to test strategies
 - National commercial & residential developers
 - Local/regional commercial & residential developers
 - Architects
 - Commercial brokers
 - Market strategists
 - CMHP



Stormwater Facility as an Amenity



Stormwater Facility as an Amenity



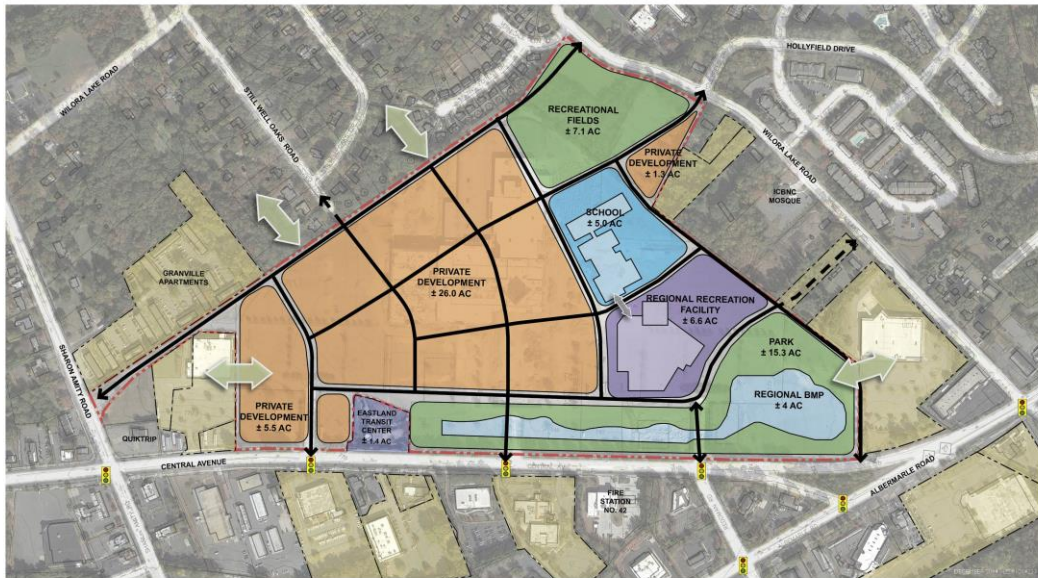


Park as Development Catalyst



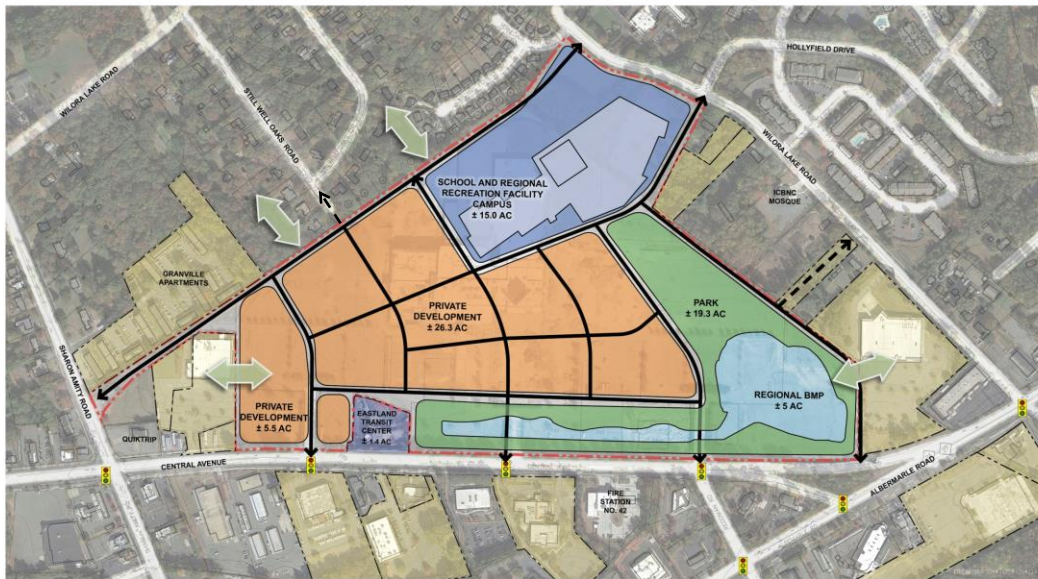
Park as Development Catalyst





Concept A Functional Plan

POTENTIAL OFFSITE REDEVELOPMENT	32.8 AC
IMPROVED INFRASTRUCTURE CONNECTION	17.5 AC



Concept B Functional Plan

POTENTIAL OFFSITE REDEVELOPMENT	32.8 AC
IMPROVED INFRASTRUCTURE CONNECTION	16.9 AC



Next Steps

- Incremental redevelopment
- Continue discussion with CMS and Parks & Recreation
 - Determine building specs/requirements
- Estimate budget and timing for alternative concepts
- Continue revising conceptual plans
- Provide committee with progress updates
- Continue working on temporary uses for site